TalkAnytime®

Web-based Click-to-Talk Media Server

Benefits

- Convert web site visitors to buyers for increased revenue
- Reduce call handling costs
- Increase customer loyalty
- Differentiate from the competition

The TalkAnytime® web-based click-to-talk media server provides direct, real-time voice interaction, over the Internet, between web site visitors and your sales and support staff. Customers simply click a button on your website to talk directly to a company representative, through their PC, to get the help they need while completing an eCommerce transaction, soliciting online support, or inquiring about a product. The TalkAnytime media server will help you close sales, enhance customer service, build customer loyalty, and ultimately generate increased revenue for your company.

Features

- Live voice conversation over the Internet
- Web-based administration
- No system upgrades needed
- Customizable "TalkAnytime" web site button for company brand identification
- Full duplex, high-quality voice connections
- Automatic detection and traversal of firewall
- 4- and 8-port analog and 24/30 port digital models
- Connects to existing PBX or key telephone system
- Two-year warranty

TalkAnytime®

Powered by MultiTech Systems

MultiTech® Systems

Highlights

Convert Web Site Visitors to Buyers. 57% of all online shopping carts are abandoned (DoubleClick August, 2004). This well-known problem attests to a huge opportunity to boost online sales at the point of purchase. The TalkAnytime media server enables instantaneous voice connectivity, through the user's PC, over an Internet connection. This gives you the opportunity to convert web site visitors into buyers. E-mail has proven to be too slow as a channel to address questions during a transaction, and if a shopper needs to log off and use the phone, that sale has been delayed or lost altogether. Studies show that live customer service can cut shopping cart abandonment rates by 10% to 45% because company representatives can walk customers through problems or immediately answer questions.

Upsell Opportunities. The opportunity for upselling while the customer is on the phone with you is a tremendous opportunity to generate incremental revenue. Studies have shown that customers who asked for help and received it during the sales cycle spent from 10% to 50% more on their web purchases. Your TalkAnytime media server prospect is already qualified and has an interest in more of what you have to sell. Take advantage of this revenue-enhancing customer interaction.

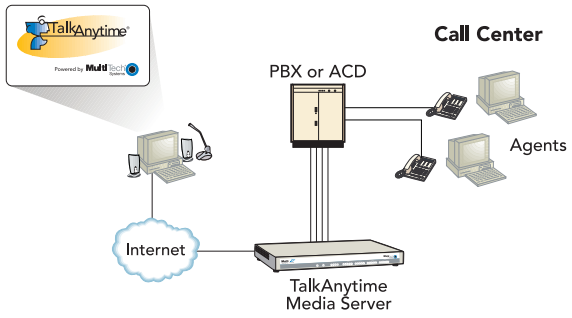
Increase Customer Loyalty. With the TalkAnytime soft phone, you will enhance customer satisfaction by responding quickly to customer needs. Now customers can click a button to receive live support, and remain connected to the Internet during the call so that problems can be resolved more efficiently and productively. In addition, you can reduce your technical support call handling costs by allowing the customer to find the majority of the questions/answers online and immediately link to a support representative to close the information gap where needed. Ultimately, you will strengthen customer loyalty through an immediate efficient response and increased one-on-one communication.

Stay Ahead of the Competition. Differentiate from the competition with the TalkAnytime soft phone's cost-effective, value-added customer interaction. By significantly increasing customer convenience, satisfaction and upselling opportunities, businesses can generate increased revenue and reduce abandoned sales.

TalkAnytime Components. The TalkAnytime media server solution includes the following components:

- TalkAnytime web site button – can be customized to reflect company brand identification
- TalkAnytime PC client – a JAVA applet downloaded on the user's PC that comprises of a media driver, codec driver, TalkAnytime call setup protocol and client configuration interface
- TalkAnytime media server – holds the TalkAnytime server component which comprises of the call setup protocol, media server, call routing interface, logging and reporting

How it Works. The call flow for TalkAnytime is outlined as follows:



1) The visitor clicks on the TalkAnytime button on the web site. The TalkAnytime client application is downloaded to their computer and the Internet call is initiated.
2) The TalkAnytime client software routes the call over the Internet to the corporate office, where the call is connected to the TalkAnytime media server.
3) The TalkAnytime media server converts the IP call to a circuit-switched call and passes it directly to the PBX or ACD where it can be sent to a call que or directly to a company representative.

PC User System Requirements

- 200 MHz Pentium CPU or higher
- Windows 95 (requires Winsock2), 98, ME, NT SP6 (or higher), 2000, or XP
- Full duplex soundcard
- Standalone microphone and speakers, headset, handset or USB audio device (A headset is preferred for best quality)
- Internet connection

Ordering Information

Product	Description	Region
TA410*	4-Port Click-to-Talk Server	Global
TA810*	8-Port Click-to-Talk Server	Global
TA2410	24-Port Click-to-Talk Server	US/Can
TA3010*	30-Port Click-to-Talk Server	Euro/ROW

* Specify country when ordering.

Made in Mounds View, MN, U.S.A.

Features and specifications are subject to change without notice.

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World Headquarters
Tel: (763) 785-3500
(800) 328-9717
www.multitech.com

EMEA Headquarters
Multi-Tech Systems (EMEA)
United Kingdom
Tel: +(44) 118-959 7774

Multi-Tech Systems (EMEA)
France
Tel: +(33) 1 64 61 09 81

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